



Ashish Mehta

Lead UX/UI Designer

13+ Years Experience Into Creative Digital UX/UI Designer (Figma)

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📁 Portfolio: <https://bit.ly/3aa74Vg>

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Experiences

Lead UX/UI Designer (Xebia)

(August 2022 to Present)

- Leading the team of **4 Designers**
- Business/Retail and Admin role for **Apps , Website and Design System**
Client: **AB Bank** (Vietnam) on Platform **BackBase**
- Retail Store app (Sacn and go app and In-store Map)
Client: **Carrefour MAF (Majid-al-Futtaim)** Middle East
- Cross Training sessions, Scrum calls, Kanban board, JIRA

Lead UX/UI Designer (Tech Mahindra)

(February 2022 to July 2022)

- Leading the team of **10 Designers**
- **Project** for Multilingual and **10 Products** including **B2B**
Client: **Telefonica**, (Germany)
- **Pitch work:** Orgill, Archaeological Survey of India, Pepsico
- Cross Training sessions, Scrum calls, Kanban board, JIRA

Lead UX/UI Designer (Wayfareroworld Advent Pvt. Ltd.)

(March 2021 to o Nov 2021)

- Leading the team of **4 Designers**
- Worked on **Custom Design System** and Branding team with **accessibility testing**
- Working closely with Business Team and worked on all IA and HL SAD Document
(Product Designer).

Consultant UX / UI Designer (QED Group / HC Fitness)

(Sep 2019 to Feb 2021)

- Responsible for the Start to End UX / UI design Tasks.
- Page speed and experience after Heat Map analyze user behavior on a webpage
- Usability Testing & Method with Moderated, Unmoderated and Guerilla Testing
- Formative Evaluations focus on determining which aspects of the designs

Lead UX/UI Designer (Magnon EG+)

(August 2017 to August 2019)

- Leading the team of **5 Designers**
- Designing a consistent user experience across **mobile devices and desktop platforms.**
- Conceptualize designs and convey project plans
- Show and Tell with Frontend Developers and QC after the implementations done.
- Cross Training sessions, Scrum calls, Daily Summary reports and Task Assesments
- **Clients:** HWM Aston, MartinHP (CEMA), Google US, RED Hat

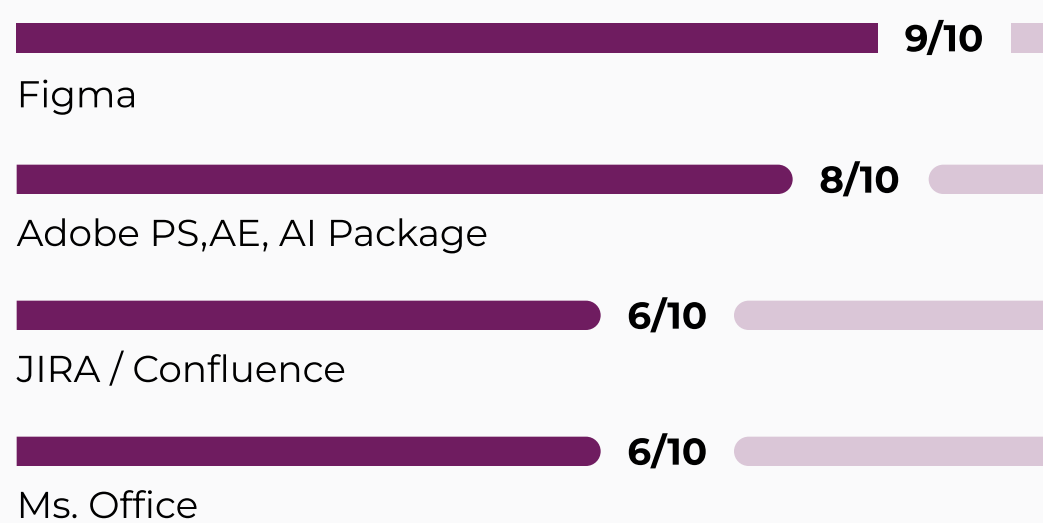
About Me

Hello. I'm Ashish from Delhi and I'm all about UX and UI Designs. I am a UX/UI designer for websites and apps and digital products (SaaS).

I've worked with countless product teams over the years and have seen the same problems over and over again: no documentation, version chaos and outdated UX and UI libraries .

As a designer, I'm a problem solver - and that's exactly what inspired my enthusiasm for the subject of designs.

Software Skills



Key Role

Design Process

- ↳ Research and discovery
- ↳ Planning, user mapping
- ↳ Wireframing
- ↳ Prototyping
- ↳ User testing
- ↳ Visual design
- ↳ Development hand-off
- ↳ Quality assurance
- ↳ Resource training

UX Capabilities

- ↳ User Research
- ↳ User Personas
- ↳ Usability Testing
- ↳ Analytics Tools
- ↳ Heatmaps
- ↳ A/B Testing
- ↳ Eye-Tracking Studies
- ↳ Surveys and Feedback
- ↳ Conversion Funnel Analysis
- ↳ User Behavior Models
- ↳ Contextual Inquiry
- ↳ Competitive Analysis
- ↳ Load Time Monitoring
- ↳ Identifying Performance Bottlenecks
- ↳ Responsive Design
- ↳ Tracking Clicks and Engagement
- ↳ Analyzing Scroll Behavior
- ↳ Iterative Design

Educations Details

- MATRICULATION – Central Board of Secondary Education, Delhi
- INTERMEDIATE Commerce - Central Board of Secondary Education, Delhi
- BACHELOR OF Computer Applications – IEC University,

Personal Details

Address: 8/22, Sahdev Street, Vishwas Nagar, Shahdara, Delhi-110032

DOB: 21 December 1986

Place Delhi

Experiences

Senior Designer (Leo Burnett)

(Jul 2015 to Feb 2016)

Consultant Designer (Leo Burnett)

(Dec 2013 to Jun 2015)

- Designing **Apps (IOS, Android) , Website and Design System**
- Retail Store app (Sacn and go app and In-store Map)
- Cross Training sessions, Scrum calls, Kanban board, JIRA

Senior Designer (HCL Technologies)

(Jan 2015 - Aug 2015)

- Mobile Optimization, Error Handling, Shopping Experience and Design Responsive
- Brand Style guide for Mothercare and The Bodyshop
- Projects: ThebodyShop.ru, mothercare.ru, thebodyShop.ae

Sr. Designer (AlwaysOnVacation)

(Dec 2012 to Oct 2013)

- Website style guide, Visuals for websites
- Banners / Newsletters / Brouchers / Posters
- Social Media assets / Digital Campaigns
- Creating layouts / Designs / Microsites

Sr. Visualizer (Hungama Digital Media Pvt. Ltd)

(Feb 2011 to Nov 2012)

- Brand development, website style guide, Visuals for websites
- Banners / Newsletters / Brouchers / Posters
- Social Media assets / Digital Campaigns
- Creating layouts / Designs / Microsites

Sr Designer (FashionAndYou.com)

(Jan 2010 to Jan 2011)

- Brand development, website style guide, Visuals for websites
- Banners / Newsletters / Brouchers / Posters
- Social Media assets / Digital Campaigns
- Creating layouts / Designs / Microsites

Sr Designer (Sony India Pvt. Ltd.)

(Jul 2008 to Dec 2009)

- Brand development, website style guide, Visuals for websites
- Web Layout / Flash Layouts / Flash Banners / Mailers / Gif Banner
- Social Media assets / Digital Campaigns
- Creating layouts / Designs / Microsites

Designer (Shriv com media)

(Aug 2006 to Jun 2008)

- Banners / Standees / Posters / Flex / Brochure / Artwork
- Web Layout / Flash Layouts / Flash Banners / Mailers / Gif Banners